

"A SALUTE TO THE SERVICES"

Souvenir Programme *and Song Book*



June 30th - July 1st

— 1944 —

SWIFT CURRENT

"The Frontier City"

A Salute to the Services



TO the Men and Women in all branches of His Majesty's Forces we dedicate this entire Celebration.

Canada's fighting Forces at home and abroad are doing a noble job. Swift Current and District Salutes You.

[1944]

\$25-
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FRONTIER DAYS

PRESENTS

"A Salute to the Services"

JUNE 30th — JULY 1st, 1944

For the seventh consecutive year, Swift Current presents its annual Celebration and Rodeo. Early this spring the Kinetic Club decided to adopt a permanent name for the celebration. After a thorough study of names submitted it was unanimously decided to use "Frontier Days" hereafter from year to year. After the permanent name was chosen, a theme had to be adopted. The first suggested, "A Salute to the Services" was spontaneously and unanimously accepted by the entire club. Many people have suggested that the spirit of the early days in the West be re-enacted again, with beards, bustles, etc. We feel it would have been a grand idea, too, but there were other considerations for the time being. Hostilities will cease in the not too distant future, we are assured, and then we will present "Victory Days" one huge jamboree with the highlights of all past celebrations rolled into one.

In passing may we say that proceeds have in the past been donated to various community and war service activities. Last year \$4000 was raised for the "Milk for Britain" fund.



TO OUR ALLIED LEADERS:

A special Salute. To those who have united their peoples and nations for one common cause and ultimate Complete Victory. As we see looming in the future the day when war will be ended and Peace rules again, we would like to pay tribute to those who have so capably guided us so far.

MANAGING COMMITTEE

General Chairman.....	I. HANSEN		
Vice-Chairman and Publicity.....	K. LEWIS		
Secretary.....	R. DesBRISAY	Treasurer.....	C. HAMILTON
Parade.....	A. LEADER	Accommodations.....	J. YATES
Program.....	K. ABERDEEN	Properties.....	H. DAY
Rodeo.....	C. POWLEY	Rides.....	K. RUTHERFORD
Concessions.....	J. SOMERVILLE	Exhibits.....	A. DOYLE
Draw.....	E. HEMBROFF	Rodeo Manager.....	D. PERRIN
Associate Directors.....	C. MASUR, W. SMITH		



Our Welcome to the Royal Canadian Air Force

Watching the 1944 celebration will be, for the first time, hundreds of members of the Royal Canadian Air Force, with the recent transfer here of No. 2 Manning Depot. We extend to them a warm welcome, to our community and to the big show of June 30-July 1st. We hope they enjoy the many novel features. For many, we know, the thrills of the rodeo will have a "first-time" fascination. Might we also at this time express our deep appreciation to the Commanding Officer, Wing Commander W. S. Lighthall, D.F.C., his officers and personnel for such splendid co-operation in connection with the celebration. As the theme of Frontier Days this year is "A Salute to the Services" it is fitting that our Canadian airmen stationed here should have a prominent part in it. We hope they will enjoy the friendly atmosphere of Swift Current and get a big kick out of the celebration.

1—

O Canada, our home, our native land,
True patriot love in all thy sons command.
With glowing hearts we see thee rise,
The true north, strong and free;
And stand on guard, O Canada,
We stand on guard for thee.
O Canada, glorious and free,
O Canada, we stand on guard for thee,
O Canada, we stand on guard for thee.

2—

THERE'S SOMETHING ABOUT A SOLDIER

(Dedicated to the Army)

There's something about a soldier,
There's something about a soldier,
There's something about a soldier
That is fine—fine—fine!
He may be a great big general
Or he may be a sergeant-major
Or he may be a simple private
In the line—line—line!
There's something about his bearing,
There's something in what he's wearing,
There's something about his buttons
All a-shine—shine—shine!
Now the military men
Sure are everybody's friend—
There's something about a soldier
That is fine—fine—fine!

3—

ALL THE NICE GIRLS LOVE A SAILOR

All the nice girls love a sailor,
All the nice girls love a tar—
For there's something about a sailor
And you know what sailors are.
Free and easy, bright and breezy,
They're the nation's pride and joy—
They have fun in port and then
They are off to sea again
Ship ahoy! Sailor Boy!

4—

WE'LL NEVER LET THE OLD FLAG FALL

We'll never let the old flag fall
For we love it the best of all,
We don't want to fight to show our might
But when we start we'll FIGHT! FIGHT!
FIGHT!

In peace or war you'll hear us sing,
"God save the flag, God save the King!"
To the end of the world with flags unfurled
We'll never let the old flag fall.

5—

MY BUDDY

Nights are long since you went away
I think about you all through the day.
My Buddy, My Buddy!
Nobody quite so true;
Miss your voice, the touch of your hand,
Just long to know that you understand.
My Buddy, My Buddy!
Your Buddy misses you.

6—

TO THE STARS

There are songs they sing in the army,
Songs in the navy, too;
But we sing a song that rolls along,
The song of the boys in blue;
As loud as an engine roaring
Hear our voices ring;
"We are THE AIR FORCE"
And this is the song we sing—

Chorus:

Zooming up, boys, TO THE STARS
Up where the sky is blue,
We'll be gone in the cold grey dawn
Where there's work to do—
You'll find us flying together
Birds of a feather,
True patriot sons of mars,
Proud of our battle scars,
So up, boys, TO THE STARS
Rise on your wings so true
Flying away at the break of day
Up in the azure blue
We'll be there—
Good pals beside us,
Good luck betide us,
These words will guide us:
"Through adversity TO THE STARS!"

7—

BLIGHTY

Take me back to dear old Blighty
Put me on the train for London Town,
Take me over there, drop me anywhere,
Liverpool, Leeds or Birmingham,
I don't care.
I would like to see my best girl,
Cuddling up again we soon shall be,
Ho, ti-tiddy-ity,
Carry me home to Blighty,
Blighty is the place for me!

8—

KIDDIES' DAY

(Tune: I Love Coffee, I Love Tea)
Friday here is Kiddies' Day
A nickel's all you have to pay
Sports, parade and rodeo too
Will be lots of fun for you!
Up and down in the ferris wheel
Some will laugh and some will squeal
Lulu Belle and Little Joe
We'll see you at the Ro-day-o.

9—

THE ROSE OF NO MAN'S LAND

There's a rose that grows in No Man's Land
And it's beautiful to see.
Though it's filled with tears
It will live for years
In my garden of memories;
It's the one red rose the soldier knows,
It's the work of the Master's hand,
Through the war's great curse
Stands the RED CROSS NURSE
She's the Rose of No Man's Land.

10— THE SOLDIERS OF THE KING

It's the soldiers of the King my lads,
Who've been, my lads, who've seen, my lads
In the fight for England's glory lads,
Of its world-wide glory let us sing;
And when we say we've always won,
And when they ask us how it's done,
We'll proudly point to every one
Of England's soldiers of the King!

11— KEEP THE HOME FIRES BURNING

Keep the home fires burning,
While our hearts are yearning,
Tho' your lads are far away
They dream of home;
There's a silver lining
Thro' the dark clouds shining,
Turn the dark clouds inside out
'Till the boys come home!

12— FRONTIER DAYS ARE HERE AGAIN
(Tune: *Happy Days Are Here Again*)

Frontier Days are here again,
Our town has come to life it's plain.
For cayuses soon will buck again,
Frontier Days are here they say,
Wild West days are here they say,
Ju-ly the First is our big day
To commemorate Dominion Day,
Wild West days are here they say.
With beards and bustles about,
The whole town's startin' to shout:
Frontier Days are here again,
The show goes on in shine or rain,
And the shout rolls out across the plain,
"Frontier Days are here again."

13— RAG-TIME COWBOY JOE

Out in Arizona where the bad men are,
The only friend to guide them is an evening
star,
The roughest, toughest man by far
Is Rag-Time Cowboy Joe.
He got his name from singin' to the cows and
sheep.
Every night they say he sings the herd asleep
In a base so rich and deep
Crooning soft and low,
He always sings ragged music
To the cattle as he swings
Back and forward in the saddle on a horse,
For its syncopated gaited
And its such a funny metre
To the roar of his repeater
How they run
When they hear that fellow's gun
Because the western folks all know,
He's a high fallutin' rootin' tootin'
Son-of-a-gun from Arizona
Rag-Time Cowboy
Rag-Time Cowboy
RAG-TIME COWBOY, JOE.

14— WAIT TILL THE SUN SHINES NELLIE

Wait till the sun shines Nellie
And the clouds go drifting by
We will be so happy Nellie
Don't you cry.
Down lovers lane we'll wander
Sweethearts you and I
Wait till the sun shines Nellie
Bye and bye.

15— PUT ON YOUR OLD BANDANA

(Tune: *Put On Your Old Grey Bonnett*)
We are planning a sensation
For our Frontier Celebration,
We'll revive days long ago.
The Old West and its romance
Is a part of our performance,
You'll be welcome here and so—

Chorus:

Put on your old bandana
And your best Western manner,
To the Swift Curr'nt stampede let us go.
The wild broncs will skeedadle,
With sunlight 'neath the saddle,
At the Frontier Rodeo.

Chorus:

Put on your best smile and hustle
To the town of beards and bustles,
To the Frontier Day and Wild West Show.
Swift Current will be waitin',
So be sure to keep your date in our
'Town for the Rodeo.

16— RODEOS
(Tune: *China Town*)

Ro-day-os create a thrill:
Watch them leave the chutes:
See that puncher take a spill:
That's a tough cayuse (so Ride 'em Cowboy)
Bare back broncs are tough today.
Wild steers bawl and blow.
Good show stock is on display
At the Swift Curr'nt Ro-day-o.

17— EVERYBODY'S LAUGHIN'
(Tune: *Tipperary*)

Everybody's laughin' and forgettin' all their woes,
A-takin' off their Sunday-go-to-meetin' clothes.
You'll find they're all a-dressin' like the days
that used to be,
They've got the spirit of old days,
I know that it's got me.

Chorus:

It's a long way to dear old Swift Curr'nt
But it's a pleasure to go.
Tho' my outfit seems sort of seedy,
There's a welcome there I know.
Hitch up my team and buckboard,
Saddle my old mare.
There'll be a wild time in the Frontier City
And I'll be right there.



Scene at Fair Grounds—July 1st Celebration—Swift Current

RODEO EVENTS AND PRIZE LIST

1. **FRONTIER DAYS CHAMPIONSHIP FOR BOOKER TROPHY
BRONCHO RIDING WITH ASSOCIATION SADDLE**
Day money (each day): 1st \$50; 2nd, \$35; 3rd, \$20; 4th, \$10.
Final money: 1st, \$40; 2nd, \$30; 3rd, \$20; 4th, \$10. Entry fees added to final money and split 40%, 30%, 20%, 10%.
2. **WILD STEER DECORATING—(FOR SASK. BREWERS ASSOC. TROPHY)**
Day money (each day): 1st \$50; 2nd, \$35; 3rd, \$20; 4th, \$10.
Half of entry fees to be added to day money each day and split 40%, 30%, 20%, 10%.
3. **CALF ROPING—(FOR SASK. BREWERS ASSOC. TROPHY)**
Day money (each day): 1st \$50; 2nd, \$35; 3rd, \$20; 4th, \$10.
Final money: 1st, \$40; 2nd, \$30; 3rd, \$20; 4th, \$10. Entry fees added to final money and split 40%, 30%, 20%, 10%.
4. **BAREBACK BRONCHO RIDING—(HANSEN TROPHY)**
Each Contestant Must Have Own Rigging to Enter Contest.
Day money (each day): 1st, \$20; 2nd, \$15; 3rd, \$10; 4th, \$5. Entry fees split 40%, 30%, 20%, 10%, and paid on two horse average.
5. **STEER DECORATING—(EILER'S TROPHY)**
Loose Rope—Each Contestant Supplies His Own Rope.
Day money (each day): 1st, \$20; 2nd, \$15; 3rd, \$10; 4th, \$5. Entry fees split 40%, 30%, 20%, 10%, and paid on two steer average.
6. **WILD HORSE RACE**
Day money (each day): 1st, \$15; 2nd, \$10; 3rd, \$5. Entry Fee \$3.00 PER TEAM. Any contestant taking part must be entered in one of first three events to qualify.
7. **WILD COW MILKING**
Day money (each day): 1st, \$12; 2nd, \$8; 3rd, \$5. NO ENTRANCE FEE. Any contestant taking part must be entered in one of first three events to qualify.

Sask. Brewers Assoc. Trophy..... Best Around Coyboy

SASK. RODEO ASSOCIATION TROPHY DONORS

W. W. Smith Trophy..... Calf Roping
Alary Labrie Trophy..... Saddle Bronc
Ridge Booker Trophy..... Best Around Cowboy

Programme

FRIDAY, JUNE 30th

KIDDIES (5c) DAY

A.M.

9.15—KIDDIES PARADE, Kirkaldie Garage to West End Park.

10.00—CHILDREN'S SPORTS, West End Park.

P.M.

1.30—CIVIC WELCOME, by Mayor F. C. Hayes at the Fair Grounds.

1.45—RODEO EVENTS, Johnny Sanders, announcer.

8.00—FREE EVENING SHOW, at Fair Grounds.

A Variety Program that will be a good evening of delightful entertainment. Featuring Local Entertainers and Specialty Numbers.

RODEO EVENT WINNERS

Saddle Bronc Riding	Wild Steer Decorating	Calf Roping	Bareback Bronc Riding	Steer Riding
<i>June 30th</i>				
1.....	1.....	1.....	1.....	1.....
2.....	2.....	2.....	2.....	2.....
3.....	3.....	3.....	3.....	3.....
<i>July 1st</i>				
1.....	1.....	1.....	1.....	1.....
2.....	2.....	2.....	2.....	2.....
3.....	3.....	3.....	3.....	3.....
<i>Finals</i>				
1.....	1.....	1.....	1.....	1.....
2.....	2.....	2.....	2.....	2.....
3.....	3.....	3.....	3.....	3.....

Programme

SATURDAY, JULY 1st

DOMINION DAY

A.M.

11.00—VICTORY PARADE—Central Avenue and Railway Street.

P.M.

1.00—WM. MARTIN'S FAMOUS SHEEP DOGS, Fair Grounds.

1.30—OFFICIAL OPENING CEREMONIES, Fair Grounds.

1.45—RODEO EVENTS, Continuation of June 30th Contests.

4.00—RODEO FINALS.

(Midway Operating Continuously)

EVENING ATTRACTIONS

8.30—12th DISTRICT DEPOT BAND, Under Direction of Bandmaster Habkirk.

RHYTHM ROUND-UP—The CHAB Entertainers. A galaxy of Singing, Dancing and Specialty Numbers. The Rainbowettes, directed by Verda Town. Ralph Judge, Moose Jaw, featured soloist.

Antonuk Sisters, singing trio.

DEDICATION CEREMONY—Dedication of Honor Rolls.

Draw for Five \$100 Bonds from names on Honor Rolls.

11.00—ATTENDANCE PRIZE, Draw for \$500 Bond.

(Holder of Lucky Ticket Must Be in Stands.)

FIREWORKS DISPLAY.

Admission Price—Reserved \$1.00; Rush 50c; Children 25c.

Radio Station CHAB Broadcasts Main Features of the Celebration

SPECIAL ATTRACTIONS

June 30th—Afternoon—California Bobby Hill—Trick Roping Clown.

Evening—Mass Physical Training Display.

July 1st—Colorful Parade, Educational Exhibits, 12th District Band, California Bobby Hill, Martin's Sheep Dogs, Fireworks, Cabri Band.

Accommodations for Frontier Days

Free Car Parking—Immediately west of the Fair Grounds.

Free Camp Site—Adjacent to the Fair Grounds. Complete services available such as stove, fuel, hot and cold water, sanitary facilities. Attendant in charge.

First Aid Station—Located at the Fair Grounds. St. John's Ambulance Association in charge. An ambulance will be available at all times.

Children's Nursery—Located at Fair Grounds. Fully qualified nurse and assistants will be prepared to look after children under 3 years of age. Complete facilities available and service is free.

Children's Playground—At the Fair Grounds. Free.

Rest Room—At the Fair Grounds.

Meals and Light Lunches will be served at the Fair Grounds all day at reasonable prices.

Accommodation Bureau for rooms, billets, reservations, camping space, etc., at Frontier Days Headquarters, opposite Post Office on Highway.

Important Information

Parade at 11 a.m. July 1st will line up at West End, proceeds east on No. 1 Highway to Central Ave., then south to Railway St., and east to the Fair Grounds. A portion of the parade will continue on to the Grounds, the remainder dispersing just before crossing the C.P.R. tracks. Don't miss this great feature!

Auto traffic may reach the Fair Grounds after crossing the C.P.R. tracks, near 10th Ave. East, by turning left towards the Steel Bridge or by turning right and fording the river which is very low at this point.

Pedestrian traffic will use the foot bridge immediately after crossing the C.P.R. tracks near 10th Ave. E. This is the most direct route to the Fair Grounds.

City Speed Limit is 25 m.p.h. Kindly observe all traffic regulations and help minimize accidents.

Information at the Fair Grounds may be obtained at the Administration Office. Police and Fire Dept. are located there, also Lost and Found department.

Admission Prices Are As Follows:

Grounds—Adults 25c; Children under 14 free. Personnel of the Armed Forces Free.

Rodeo—June 30, General Admission 50c; Children 14 and under 5c.

July 1, Reserved \$1.00. Rush 50c; Children 14 and under 25c.

Grounds Gate open at 10 a.m. Rodeo Rush Gates open at 12 noon.

Rodeo Reserved Seat Advance Sale at Frontier Days Headquarters.

Beware of Pickpockets!

Recreation Facilities, Etc.

Parks—Elmwood Park, adjacent to Swift Current Creek.

Memorial Park, one block north of Chaplin St., at 1st Ave. East.

Golf—Elmwood Golf Course, north-east of the City.

Tennis—Swift Current Tennis Club courts located one block north of Chaplin St., at 4th Ave. E.

Swimming—At Swift Current Creek immediately north of Elmwood Park.

Dominion Experimental Station—2 miles due East of the City.

Kiddies' Wading Pool—Corner 4th and Cheadle St. East.

18—

"THE PRAIRIES"

((Tune: Ya Ya Ya Ya))

It's quite or-din-ary
For folks on the prairie
To go down but always come up again:
To take their reverses and not complain.
The life that we live here is not in vain.
The drought, the depression,
The dust, the recession,
Annoy us and dog us about a bit
You ask us "Why don't we get out of it?"
Why the fun that we have here is infinite.

Chorus:

Ya, Ya, Ya, Ya,
We love our home, "The Prairies"
The open space is ev'ry place,
We have no confine.
We're gay here all of the tibe.
Ya, Ya, Ya, Ya,
Why do we stay on the prairies?
'Cause prairie folk can sing and joke;
There's no pomp and fuss:
The folks here are O.K. by us.

19—

COME TO THE FRONTIER SHOW

((Tune: Let the Rest of the World Go By))

With someone like you,
A pal good and true,
To cel-e-brate the big event
In Swift Current,
Someone I know
Would like to go,
And enjoy the Frontier Show.
We'll find perfect fun
Out there 'neath the sun,
Out there beside the pole corral.
When the big day is o'er
We'll have had fun galore,
And next year we'll be back for more.

20—

VISIT THE RODEO

((Tune: You Are My Sunshine))

The other day folks
As we were thinking
Of all the real good times we've had
We thought ye'd bring you another Frontier
show
And we know you feel quite glad.

With all the stores slabled in Western fashion
We're sure you all will want to go
Out to the Fair Grounds
Where you can go the Rounds
To visit our big Rodeo.

And so we'll see you
At the Celebration
It's one you will not want to miss
For while this war's on we cannot tell you
What we'll bring you after this.

21—

DEDICATE OUR HONOR ROLL

((Tune: Paper Doll))

We're going to stage a Celebration
Like we've staged before
A salute to honor those who've gone to war
The Rodeo will thrill you through
There'll be rides and fireworks too.
An evening show
To make your spirits soar
When you go home
We're sure you will be cheerin';
Perhaps you'll have a War Bond in your hand
Just come and help us dedicate
Our Honor Roll
To those who are the finest in the land.

22—

McNAMARA'S BAND

Oh, my name is McNamara,
I'm the leader of the band;
Although we're small in number
We're the finest in the land.

Of course, I am conductor,
And we very often play,
Before the great musicians
That you hear of every day.

Chorus:

Ta-rara-rara-ra
Ta-rara-rara-ra
Ta-rara-rara-ra

Plays the gallant McNamara's Band.

Oh the drums go bang and cymbals clang
And the cornets blaze away,
McCarthy puffs the ould bassoon
While Doyle the pipes will play

Hennessy, Hennessy, Tootles the Flute
The music is simply grand
A credit to ould Ireland
Is McNamara's Band.

Oh just now we are preparing
For a very grand affair
And all the dukes and duchesses
And children will be there.

The boys and girls will all turn out
And sure ye'll understand
The head of the procession will be
McNamara's Band.

Oh we play at fairs and weddings
And at every kind of ball.
At all the local funerals
We play Dead March in Saul.

When the Prince of Wales to Ireland came .
He shook me by the hand.
Says he "I've never seen the likes
Of McNamara's band."

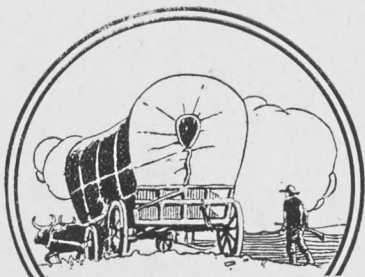
WAGON WHEELS

Wagon wheels, wagon wheels, keep on a'turnin'

Wagon Wheels,
Roll along, sing your song, carry me over the hill,
Go 'long, mule, there's a steamer at the landin'
Waitin' for this cotton to load,
Go 'long, mule, the Boss is understandin'
There's a pasture at the end of each road.

Wagon wheels, wagon wheels, keep on a'turnin'

Wagon Wheels,
Roll along, sing your song, wagon wheels
carry me home,
Wagon wheels carry me home.



24—

TAKE ME TO THE FRONTIER SHOW

(Tune: Pistol Packing Mamma)

Standing on the main street
To see the parade go by
But I went blind and couldn't see
Cause a pretty girl took my eye.

Chorus:

Take me to the Frontier Show
Where we can all have fun
With spills and chills and rides and thrills
'Til July the 1st is done.

Went out to the Rodeo
A brônko I would bust,
But when that bronk was through with me
I was spittin out the dust

Bobby Hill was clowning,
Had a doggie by the tail,
But Bobby found he had a bull,
Now he's headin' for the rail.

Went up to the Big Six Wheel
To take it for a ride,
They got my dough, they got my goat,
And darn near got my hide.

Took a ride on the merry-go-round
I surely had a time
When I fall off, I get back on
Cause it only costs a dime.

When the show is over,
We hope you're satisfied
If victory comes in '45,
Let's bust things open wide.

ON TO VICTORY PARADE

(Tune: Easter Parade)

All the folks are congregated
Their faces all elated
Just waiting for the coming
Of the Victory Parade.
Flags are all unfurled
A symbol to the world
Four freedoms represented
By the Victory Parade.
Down the Avenue
Central Avenue
The Parade goes proudly by
With floats so gay
And bands that play
A tribute to our nation
On Dominion Day.
Then we will madly cheer it
In a celebration spirit
All to-gether we will join
The On to Victory Parade.

26—

PAPPY CHEWS TOBBACCY

(Tune: Mairzy Doats)

Chorus One

Pappy chews tobaccy
It's the fittin' thing to do
I think I'll chew 'baccy too
How 'bout you?
I think I'll chew 'baccy too
How 'bout you?

Verse I.

Now if this sounds queer
And crazy to your ear,
Just "spt" and maybe you'll ring it,
But if you can't "spt"
In the spittune chorus
Then "spt" it out and sing it.

Chorus One

Verse II.

Now mama hates the chewin!
Doesn't think its quite the thing.
Every time pa misses hittin'
Sezs ma to pa
If you gotta chaw
Goldarn ya
Watch your spittin'.

Chorus One

Verse III.

Get in the swing
Of the whole darn thing
Take on that rural rhythm
It's the cowboy's day and the farmers' day
Let's show 'em all we're with 'em.

Chorus two

Frontier Days are dippy days
We go absolutely goofy
I guess I'll go goofy too
How 'bout you?
I guess I'll go goofy too
How 'bout you?

27—

BEHIND THOSE SWINGING DOORS

'Twas Saturday night in an old mining town
 Jake's barroom was merry and gay
 While far from the laughter a mother did wait
 For pop to come home with his pay
 What's keeping dear father, why doesn't he
 come
 The daughter exclaimed thro her tears
 The mother replied I'm sadly afraid
 Your father has stopped for some beers.

Chorus

Oh the doors swing in, the doors swing out
 Where ruffians laugh and curse and shout.
 Your pops in that crowd where no women's
 allowed
 Behind those swinging doors. Behind those
 swinging doors.

Oh I shall go fetch him the daughter declared
 He shant bring disgrace to our name
 Then straight-way she ran to the corner saloon
 To save her poor father from shame.
 I've come for my father oh please send him
 home
 The bartender heard with dismay
 And then as he spied this forlorn little waif
 There are the words he did say.

28—

SAN FERNANDO VALLEY

Oh I'm packin' my grip and I'm leavin' today
 Cause I'm takin' a trip California way
 I'm going to settle down and never more roam
 And make the San Fernando Valley my home
 I'll forget my sins, I'll be making new friends
 Where the west begins and the sunset ends
 Cause I've decided where yours truly should be
 And it's the San Fernando Valley for me.

I think that I'm safe in stating she/he will be
 waitin'
 When my lonely journey is done
 And kindly old Reverend Thomas made us a
 promise
 He will make the two of us one.
 So I'm hittin' the trail to the cow country
 You can forward MY mail care of RFD
 I'm gonna settle down and never more roam
 And make the San Fernando Valley my home.

29—

AT THE RODEO

Tune: (Old Mill Stream)

We'll spend two grand days
 At the Ro-day-o.
 At the Wild West Show;
 All the world will know;
 We will there re-vive
 Frontier Days gone by
 Beside the ring
 We'll laugh and sing.
 At the RO-DAY-O.

30—

I'M GOIN' BACK

Tune: (I'm Goin' Back to Where I Come From)

I'm going back
 To the Frontier City
 For to have myself a time
 On July 1st.
 On July 1st,
 If you don't come
 It'll be a pity
 For of all the things
 Your missing
 That'll be the worst.

Last year I went
 Had me a swell time
 On a glass of suds
 That only cost a dime
 I sure could sing
 And dance by jingo
 Why those Fiddlin' Fellers
 Couldn't keep in time with me.

The cowboys ride
 The bucking broncos
 And the parade with floats
 Will be the best in this Whole West
 I'm going back
 To the Frontier City
 For to have myself a time
 On July 1st you bet
 I'll be meetin' you
 Right there on July 1st you bet.

31—

OLE FAITHFUL

Ole Faithful we rode the range together,
 Ole Faithful, in ev'ry kind of weather,
 When your round-up days are over,
 There'll be pastures white with clover,
 For you, Ole Faithful, pal o'mine.

Hurry up, old feller, 'cause the moon is yellor
 tonight,
 Hurry up, ole feller, 'cause the moon is mellow
 and bright.
 There's a coyote howlin' to the moon above,
 So carry me back to the one I love,
 Hurry up ole feller, 'cause we gotta get home
 tonite.

Ole Faithful we rode the range together,
 Ole Faithful, in ev'ry kind of weather,
 When your round-up days are over,
 There'll be pastures white with clover,
 For you, Ole Faithful, pal o'mine.

32—

DON'T SWEETHEART ME

Don't sweetheart me if you don't want me
 Don't talk sweet words if they're not true
 Don't tear my heart like it was paper
 Because my heart belongs to you
 You can't go round sweethearting others
 And then pretend that I'm yours exclusively
 Love must be true, mean what your saying,
 Unless you do—don't sweetheart me

BRIEF HISTORY OF PAST CELEBRATIONS

FRONTIER DAYS

- 1938** The original Big Time Celebration and the Daddy of them all. This was the re-incarnation of the west that startled the Dominion and publicized this little western city all over the continent.

INTERNATIONAL DAYS

- 1939** This was the year when goodwill among men and nations predominated the scene. Swift Current went truly national and costumes of every nation could be seen parading a city, transformed into a truly cosmopolitan metropolis.

HOME FRONT DAYS

- 1940** This celebration was conceived and planned to bolster the home front morale. During those trying days when France collapsed and our future way of life was in the balance.

BULLDOG DAYS

- 1941** Tenacity of spirit was the keynote of this celebration, that spirit which characterized the whole of the British people. This was the year that our famous "Winnie" (now deceased) did his stuff.

FRONTIER DAYS

- 1942** This show was a repetition of the original 1938 show with beards, bustles and big hats again taking over the scene and transforming this little western city into a truly Frontier town.

JUBILEE ROUND-UP

- 1943** This was Swift Current's Diamond Jubilee. The famous "Milky Way to Britain" draw characterized and spear-headed the whole show.

A SALUTE TO THE SERVICES

- 1944** This year's show is dedicated to the men and women in our armed forces. Along with a well rounded program, master honor rolls will be officially dedicated on the evening of July 1st. Honor Rolls will have names from Swift Current and district.

"WINNIE"

(Famous Bulldog of 1941 Celebration)

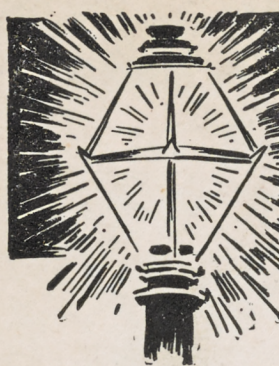
It is with great sorrow that we insert this brief Memorial of "Winnie," who was killed in action, while serving on His Majesty's Canadian ship "Swift Current." "Winnie" was buried at sea with full naval honors, and is greatly missed, not only by the Kinetic club, but also the officers and men of the ship.

Thanks



WE take this opportunity to thank all you folks who have supported our Celebration year after year. Your faithful attendance gives the required spark to carry on.

A special thanks to many other people, clubs, and organizations too numerous to mention, without whose help our Celebration would not be so successful.



WHEN THE LIGHTS Go on Again

Over There ...

THEN our men and women in the armed services will be coming back home to us again . . . back to the farms, the villages, the towns and cities which will look so good, so wonderful to them after the grim realities, the horrors of war.

As Swift Current presents, this July 1st, 1944, as the theme of the annual celebration "A Salute to the Services," let us accept our responsibilities to them in keeping the home front as they expect it; to dedicate ourselves anew to giving them the support they deserve, by buying Victory Bonds when called upon, helping with Salvage Campaigns, growing Victory Gardens, helping to avoid Inflation; plan for the future, their future, so when they come home they can take over and build a greater Canada.

**SWIFT CURRENT
BOARD OF TRADE**